

Gil Friend – Bio

Gil Friend is founder, president & CEO of Natural Logic Inc, helping companies design, implement and measure profitable sustainability strategies. He is widely considered one of the founders of the sustainability movement, and was recently named a finalist for the ISSP Pinnacle Award, acknowledging “those people that have contributed the most to the emerging field of sustainability” (along with Ray Anderson, Amory Lovins, Karl-Henrik Robert and Bob Willard).

His clients have included Arizona Public Service, Auberge Resorts, Agilent Technologies, California Department of General Services, Coca Cola, Dean Foods, eBay, Ex’pression Center for New Media, Equal Exchange, General Mills, Gilead Sciences, Granite Construction, Green Mountain Energy, Hewlett Packard, Levi Straus & Co, Nike, Odwalla, Pacific Gas & Electric, Steelcase, Sun Microsystems, SunPower, US General Services Administration and many others.

A systems ecologist and business strategist with nearly 40 years experience in business, communications, and environmental innovation, Friend combines broad business experience with unique content experience spanning strategy, systems ecology, economic development, management cybernetics, and public policy. Tomorrow magazine called him “One of the country’s leading environmental management consultants—a real expert who combines theoretical sophistication with hands-on, in-the-trenches know-how.”

He was a founding board member of the Sustainable Business Alliance, and currently serves on the boards of directors of Open Data Registry, Inc. and Ecological Building Network, and the advisory boards of CleanFish, WattBot, Green World Campaign and the Green Chamber of Commerce. He was a member of San Francisco Mayor Gavin Newsom’s Clean Tech Advisory Council, and was recently named one of the Bay Area’s “top 25 movers and shakers in CleanTech.” Friend served in the California Governor’s Office, developing early sustainability policies and programs. He was a founding board member of Internet pioneer Institute for Global Communications, founder and Executive Director of Foundation for the Arts of Peace, and cofounder and codirector of the Institute for Local Self-Reliance, a leading urban ecology and economic development “think-and-do tank,” where he pioneered the current “green roof” trend more than 35 years ago.

Friend has served as Adjunct Faculty at Presidio Graduate School, and visiting faculty at California College of the Arts. He lectures widely on business strategy and sustainability issues and writes *The New Bottom Line*, offering strategic perspectives on business and environment. He is the author of *The Truth About Green Business* (FT Press) and the forthcoming *Profit on Purpose: Risk, Fiduciary Duty and the Laws of Nature*; was coauthor of *Biofuels Development and Soil Productivity* (1982); and has contributed chapters to several books, including *Worldchanging: A User’s Guide to the 21st Century*, *Sustainable Enterprise Report*, *Sustainable Enterprise Fieldbook*, *Sustainable Food Systems*, and *Stepping Stones*.

He holds an M.S. degree in systems ecology from Antioch University, has a black belt in Aikido, and is a seasoned practitioner of “The Natural Step” environmental management system.

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